



Fig. 1

Keyword	Overture			Google			Ebay			FindWhat		
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>
Baseball	\$ .55	\$ .52	\$ .51	\$ .57	\$ .50	\$ .48	\$ .35	\$ .35	\$ .35	\$ .40	\$ .38	\$ .37

Fig. 2

Relevance Score	Keyword	Overture			Google			Ebay			FindWhat		
		1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>
90	Baseball	\$ .55	\$ .52	\$ .51	\$ .57	\$ .50	\$ .48	\$ .35	\$ .35	\$ .35	\$ .40	\$ .38	\$ .37
82	Giants	\$ .85	\$ .84	\$ .83	\$ .65	\$ .50	\$ .49	\$ .35	\$ .35	\$ .35	\$ .90	\$ .88	\$ .82
50	World Series	\$1.10	\$1.05	\$1.04	\$ .95	\$ .94	\$ .93	\$ .35	\$ .35	\$ .35	\$ .60	\$ .58	\$ .57
20	Barry Bonds	\$ .20	\$ .18	\$ .16	0	0	0	\$ .35	\$ .35	\$ .35	\$ .25	\$ .22	\$ .21

Fig. 3

Distribution Partner	Button A	Button B	Button C	Banner	Tower Ad	Pop-Up	Pop-Under
Partner A	Highest available PS	Highest available PS	Highest available PS	Highest available PS	RS>50 CPC>\$.50	RS>100 CPC>\$2.00	RS>85 CPC>\$1.25
Partner B	Highest available PS	Highest available PS	Highest available PS	PS>125	RS>50 CPC>\$.50	RS>65 CPC>\$6.00	RS>50 CPC>\$4.00
Partner C	Highest available PS	Highest available PS	Highest available PS	Highest available PS	Never	Never	Never

PS = Productivity Score  
CPC = Cost per Click  
RS = Relevance Score

Fig. 4